



Metro North

CASE STUDY

SWAN ROADWISE COMMITTEE

Community Overview

The Committee covers the City of Swan which stretches over 1,044 square kilometres and is the largest local government in the Perth Metropolitan area. The area includes 1417 km's of sealed roads and 88 km's of unsealed roads.

As many as 74.3% of residents commute to work by private vehicle and 6.4% commute by public transport.

The City comprises residential, commercial, industrial and rural land. The construction industry is the largest sector whilst the manufacturing sector employs the largest number of employees.

The City has an estimated 139,600 residents and 51,360 dwellings. The median age is 34 years old and 32,481 of the residents were born overseas.

Committee Overview

City of Swan RoadWise Committee is a formal Committee of Council and meets on a monthly basis. The Committee has a road safety action plan that is written under the framework of the *Towards Zero* road safety strategy and the principles of the safe system approach. The action plan is reviewed during each meeting.

"Keeping our roads safe for the community" is a priority for the City of Swan.

Road safety activities 2015-16

Recognising that numerous people use the roads each day, the Committee is passionate about making sure road safety messages are continually promoted. Over a one-year period, this involved the implementation of the following activities:

1. The Swan RoadWise Committee is particularly proud of their **Reggie's Road Rules** initiative. Reggie is the famous black swan who may look cute but whose messages are deadly serious. Reggie campaigns for improved driver behaviour

Pictured above: Pic 1, Vehicle checking and child car restraint checking and fitting station with the City of Swan RoadWise Committee crash trailer and Reggie's Road Rules poster on the fleet vehicle – joint initiative between City of Swan and City of Stirling. Pic 2, Reggie's Road Rules on the back of a City of Swan rubbish truck – 'Give a metre' message.

Established in 2001

Community of
139,600 people

Ten major
campaigns in
2015-2016

Committee meets
monthly

14 RoadWise
Committee
Members

COMMITTEE REPS

Local Government
Elected Members
Local Government
officers
Motorcycle Riders
Association WA
Local businesses
WA Police
Community
representatives
WALGA RoadWise

and safety throughout City of Swan and can be seen on posters displayed at local facilities throughout the year, on fleet rubbish trucks and other vehicles in regular use around the City.

2. The Committee partnered with WA Police to conduct a **Blow zero and win campaign**, an initiative usually repeated each Christmas and New Year period. This initiative is about responsible alcohol consumption behaviours and driving. The Committee provided local police stations with forms to be distributed to those motorists who blew zero (BAC 0.00) during a random breath test. Completed forms were returned to City of Swan and three winners were drawn receiving a prize to positively reinforce the road safety message.
3. Once again the Committee promoted the **Road Ribbons for Road Safety®** campaign over Christmas and the New Year. Road ribbons were provided to all City employees and made available to the local community, allowing each individual to directly contribute to raising awareness of the importance of road safety.
4. Prior to the Easter and Christmas festive breaks, the City of Swan partnered with City of Stirling to run a free **vehicle roadworthiness checks and child restraint checking and fitting station**. This campaign aims to ensure participant's vehicles are mechanically and otherwise safe for planned holiday trips and children are correctly restrained in an appropriate child car restraint.
5. The City's annual Easter events include **Blessing of the Roads (BOTR)**, a statewide community road safety awareness campaign coordinated by WALGA's RoadWise since 1999. To increase the reach of the campaign this year, the City of Swan hosted a BOTR event at Altone Comes Alive, a local community event that attracts over 7000 attendees. An expo component provided road safety information for the public and engaged participants in the 'guide to a standard drink measure' activity. In addition, prior to the event, local youth were invited to enter a road safety poetry or short story competition, with winners presented prizes on the day. City of Swan partner with City of Stirling and City of Joondalup to host the annual BOTR event on a rotational basis.
6. May 2016 involved the promotion of **Road Safety Week** and the Shine a Light on Road Safety campaign, for which various media was used to spread the road safety message. The Committee encouraged all drivers of the City's fleet vehicles to 'turn their lights on' and also hosted a safe vehicles display in the administration building foyer, providing ANCAP and Used Car Safety Ratings information to the public.
7. **Motorcycle and scooter awareness week** occurred in October 2015 when the Committee highlighted motorcycle safety through media and a display in the administration foyer about the benefits of wearing protective gear. The Committee also supported the Motorcycle Rider's Association of WA to host their Ride Right theory based knowledge and skills workshop locally.
8. The City of Swan continued to adhere to their comprehensive **fleet safety policy** introducing a new employee incentive this year - a 'business unit award' measured by the least number of infringements and crashes per kilometre travelled. Business unit winners were presented with a trophy constructed using recycled engine parts by the fleet workshop team. A one day training workshop on staff driver development training continued for selected staff during the year.
9. The **crash trailer** was displayed at several sites around the City and at various events to promote road safety. The trailer was utilised by other Local Governments and organisations throughout the year.
10. The City of Swan has encouraged drivers to adhere to the posted speed limits by regularly positioning a **speed display trailer** at problematic locations in the local area.